

PLAY #14:

EXECUTIVE ENGAGEMENT PLAY

Reactive | Top-of-funnel | C-suite moment seizing

When a C-suite leader leans in, that’s a signal worth seizing. Executive engagement campaigns trigger the instant a senior stakeholder at a Tier 1 account shows meaningful activity: visiting a high-intent page, engaging with content on LinkedIn, joining a roundtable, or downloading a strategic asset. These moments are rare... and powerful.

The goal isn’t to pitch; it’s to open a relationship. With the right tech, you can detect exec engagement in real time and launch a tailored response that reflects their role, priorities, and pace.

What it looks like in action

Tactic	Description
Detect exec engagement in real time	Use tools like 6sense or Clearbit to surface activity from VP+ titles at high-priority accounts. Push alerts to AEs and Marketing immediately.
Send a personalized video message	Record a 60–90 second note from your CEO, VP, or AE that references the exec’s company, role, and why the timing makes sense. Use Loom or Sendspark for fast delivery.
Deliver a tailored exec deck or memo	Create a 1-page asset that speaks directly to executive priorities: operational efficiency, market advantage, or risk reduction. Use their language.
Ship a premium direct mailer	Mail a sleek, branded box with a printed memo, strategic one-pager, and a small, tasteful gift (e.g., Moleskine or a relevant book) that aligns with their function or sector. Include a CTA that points to a custom asset or invite.
Launch a bespoke follow-up sequence	Launch a short sequence (2–3 touches) from your most senior AE. No templates! Just direct, role-aware messages tied to their recent activity.
Activate internal champions	Notify champions or internal advocates of the exec’s interest. Equip them with a quick pass-along memo or summary deck to circulate internally.

WHY IT WORKS:

C-suite leaders rarely engage directly. When they do, it's a high-leverage window that demands a tailored response. This play captures that moment with speed and precision, positioning your team as both attentive and strategic.

It also creates a halo effect: when execs are in the loop, the rest of the buying team listens.